

**V-WEAR 1 '94
PROGRAM REVIEW**

	PREVIOUS WEEK (3/16/94)		CURRENT WEEK (3/23/94)		CUMULATIVE (3/23/94)	
MAIL RECEIPTS	5,255	100.00%	5,652	100.00%	36,476	100.00%
DM#1	3,244	61.73%	3,619	64.03%	23,739	65.08%
Magazine	567	10.79%	765	13.54%	2,124	5.82%
FSI	940	17.89%	748	13.23%	7,656	20.99%
Carton Insert	0	0.00%	25	0.44%	25	0.07%
Bounceback	504	9.59%	495	8.76%	2,932	8.04%
ORDERS PROCESSED		6,969		7,023		28,914
% of Mail Receipts Processed						79.27%
CURRENT AVG. TURN-AROUND TIME FOR PROCESSED ORDERS						
TOTAL ITEMS ORDERED	17,833	100.00%	16,374	100.00%	71,590	100.00%
Low UPC	9,657	54.15%	9,027	55.13%	39,314	54.92%
Mid UPC	4,262	23.90%	3,864	23.60%	17,597	24.58%
High UPC	3,914	21.95%	3,483	21.27%	14,679	20.50%
TOTAL ITEMS PER ORDER		2.56		2.33		2.48
Low UPC		1.39		1.29		1.36
Mid UPC		0.81		0.55		0.61
High UPC		0.56		0.50		0.51
TOTAL UPCS REDEEMED	1,407,145	100.00%	1,278,535	100.00%	5,502,265	100.00%
Low UPC	357,320	25.39%	335,250	26.22%	1,458,200	26.50%
Mid UPC	288,510	20.50%	261,630	20.46%	1,195,890	21.73%
High UPC	761,315	54.10%	681,655	53.32%	2,848,175	51.76%
TOTAL UPCS PER ORDER		201.91		182.05		190.30
Low UPC		51.27		47.74		50.43
Mid UPC		41.40		37.25		41.36
High UPC		109.24		97.06		98.51
ITEMS	17,833	100.00%	16,374	100.00%	71,590	100.00%
Low (20-40)						
Tattoo kit	340	1.91%	297	1.81%	1,179	1.65%
T-shirt	1,314	7.37%	1,181	7.21%	5,379	7.51%
Choker kit	1,804	10.12%	1,616	9.87%	7,398	10.33%
Lighter	3,151	17.67%	2,972	18.15%	12,968	18.11%
Sunglasses	3,048	17.09%	2,961	18.08%	12,390	17.31%
Mid (55-80)						
Crepe scarf	678	3.80%	598	3.65%	2,430	3.39%
Mini-bag pouch	1,775	9.95%	1,627	9.94%	7,556	10.55%
Poet's Blouse S/M	846	4.74%	813	4.97%	3,663	5.12%
Poet's Blouse M/L	963	5.40%	826	5.04%	3,948	5.51%
<i>total poet's blouse</i>	<i>1,809</i>	<i>10.14%</i>	<i>1,639</i>	<i>10.01%</i>	<i>7,611</i>	<i>10.63%</i>
High (100-400)						
Long Vest S/M	773	4.33%	693	4.23%	2,994	4.18%
Long Vest M/L	864	4.84%	713	4.35%	3,284	4.59%
Large Suede Pouch Bag	737	4.13%	721	4.40%	2,713	3.79%
Wristwatch	921	5.16%	797	4.87%	3,310	4.62%
Leather Jacket S	76	0.43%	74	0.45%	310	0.43%
Leather Jacket M	202	1.13%	186	1.14%	767	1.07%
Leather Jacket L	341	1.91%	299	1.83%	1,301	1.82%
<i>total long vest</i>	<i>1,637</i>	<i>9.18%</i>	<i>1,406</i>	<i>8.59%</i>	<i>6,278</i>	<i>8.77%</i>
<i>total leather jacket</i>	<i>2,180</i>	<i>3.47%</i>	<i>1,891</i>	<i>3.41%</i>	<i>8,346</i>	<i>3.32%</i>

INELIGIBLE ORDERS

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